

For Immediate Release

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HE'BREW BEER FEATURED IN "BEING JEWISH" EXHIBITION AT CONTEMPORARY JEWISH MUSEUM

San Francisco, CA – June 17, 2008 America's smallest, biggest and most award-winning Jewish beer company, Shmaltz Brewing Company is proud to announce their inclusion in the "Being Jewish" exhibition at the new Contemporary Jewish Museum in San Francisco, CA. As reported and photographed by the *New York Times* (Monday, June 9, 2008/Arts Section, Museum Review), HE'BREW Beer's flagship **Genesis Ale** is one of the featured items in the exhibit. *San Francisco Business Times* highlighted Shmaltz Brewing's involvement with the museum as well on Wednesday, June 11, 2008. Based in San Francisco for over 12 years, Shmaltz Brewing is excited to be a part of such a powerful cross-section of Jewish identity in the Bay Area.

Contemporary Jewish Museum curator assistant Lisa Chanoff comments, "For the *"Being Jewish"* exhibition we wanted to choose a variety of objects representing Jewish holidays, rituals, concepts and history, all with some Bay Area connection. We have a wonderful mix of objects, from traditional silver to pop culture, in order to create a fresh, fun and engaging exhibition to educate the public on Jewish practice and local Jewish history. HE'BREW Beer is one of the examples of local Jewish business. It also allowed us, through the "Being Jewish" Glossary, to further educate the public by defining terms used to describe the beer, such as "kosher," chutzpah," and "shmaltz." Genesis Ale was their first beer when they were established in San Francisco, and we also liked the connection of Genesis to *In the Beginning: Artists respond to Genesis* – one of our inaugural exhibitions."

Shmaltz Brewing's participation in the Contemporary Jewish Museum marks their second museum exhibition this summer. On June 1, 2008, Art Director Matt Polacheck contributed his "What Is Shmaltz?" piece to the "Design, Drink and Be Merry: The Art of The Craft Beer Movement" conference at Goggleworks Museum in Reading, PA. Polacheck's original work melded individual sections of select labels including **Origin Pomegranate Strong Ale**, **Bittersweet Lenny's R.I.P.A.** (tribute beer to legendary satirist Lenny Bruce), **Rejewvenator** (fig-infused half doppelbock and half belgian double, new release Spring 2008) and Shmaltz Brewing's flagship in its new microbrew line, **Coney Island Lager**(TM).

Established in San Francisco's Mission District in 1996, Shmaltz Brewing introduced HE'BREW Beer's original creation, Genesis Ale, as an experiment for Chanukah. With the first batch of 100 cases bottled, labeled, and delivered by hand, founder and proprietor Jeremy Cowan created The Chosen Beer as the country's first and only Jewish celebration microbrew. 12 years later, HE'BREW is distributed in over 25 states through over 30 wholesalers at more than 1,500 retail specialty shops across the U.S. With over 3 million bottles sold to date, HE'BREW's award-winning lineup now includes Genesis Ale, Messiah Bold, Rejewvenator, Origin Pomegranate Strong Ale, Bittersweet Lenny's R.I.P.A., and the "extreme" Chanukah annual, Jewbelation.

HE'BREW Beer has appeared in such distinguished media outlets as *CNN Headline News*, *The Onion*, *The Today Show*, *Bravo*, *NPR's "Weekend Edition,"* *The New York Times*, *Newsweek*, *SELF*, *Men's Health*, *BUST*, *Playboy.com*, *Associated Press*, *Reuters*, *MSNBC*, *San Francisco Magazine*, *The Jerusalem Report*, *New York Jewish Week*, *Who Wants to Be a Millionaire*, *The Big Idea with Donny Deutsch*, and *Forbes.com*. For more information, please visit www.shmaltz.com.

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